



Lowercroft Primary School
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Dear Parents / Carers

Social Media providers such as Facebook, Instagram, Skype, WhatsApp, and Snapchat, to name but a few, offer fantastic opportunities for communication and social connections. However, they are created for a specific audience - those over 13 years old - and are not appropriate for primary school pupils.

Please be aware of the following points:

- All social media sites have age restrictions - the youngest level is **13 years old**.
Facebook = 13 Snapchat = 13 Instagram = 13 WhatsApp = 16!
- Social media sites can be easily exploited by bullies. Inappropriate users may contact your child.
- Many sites use 'targeted' advertising and therefore your child could be exposed to adverts of a sexual or otherwise inappropriate nature, depending on the age they stated when they registered. They cannot have used their true age to create an account.
- Young people may accept friend requests from people they do not know in real life which can increase the risk of inappropriate contact or behaviour.
- Language and content posted or shared on social media is NOT moderated, and therefore can be offensive, illegal or unsuitable for young people.
- Photographs shared by users are NOT moderated and therefore young people could be exposed to inappropriate images or even post their own.
- Underage users are less likely to keep their identities private and lying about their age exposes them to further risks.

Should you decide to allow your child to have an online profile we strongly advise you to:

- Check that their profile is set to private and that only their friends can see information they post.
- Monitor your child's use and talk to them about safe and appropriate online behaviour.
- Monitor your child's use of language and how they communicate with other people.
- Set up your own profile and ask them to have you as their friend so you can monitor what they are posting online.

Through lessons provided at school, assemblies and guest speakers we aim to provide pupils with the awareness and knowledge they need in order to use technology effectively. However, it is only through a collaborative effort between school and home that we will succeed in creating responsible and safe cyber citizens.

We will take action if a situation arises that involves the safety or wellbeing of any of our pupils or staff, including reporting the misuse of social media to the police.

Please visit www.thinkuknow.co.uk for additional information.